

a central processing unit (CPU) and circuitry disposed on the hand-held device for processing the promotional opportunities received by the hand-held device;

a decoding means on the hand-held device for decoding the promotional opportunities from either the display device, the radio signal source, or both the display device and the radio signal source; and

a memory disposed on the hand-held device and coupled to the CPU for storing the promotional opportunities.

72. The hand-held device of claim 71, wherein the radio signal source is a decoder box for demodulating the promotional opportunities received from the source.

73. The hand-held device of claim 71, wherein a display is disposed on the hand-held device to present the promotional opportunities received.

74. The hand-held device of claim 73, wherein the display is a liquid crystal display (LCD) screen, a touch screen, or one or more light emitting diodes (LEDs).

75. A hand-held device for receiving data containing promotional opportunities from a radio signal source, the hand-held device comprising:

a radio frequency (RF) receiving receiver disposed on the hand-held device for receiving the data transmitted from the radio signal source;

a radio receiver on the hand-held device for demodulating the data received from the radio signal source to obtain the promotional opportunities;

a central processing unit (CPU) disposed on the hand-held device for processing the promotional opportunities received from the demodulation of the data by the hand-held device; and

a memory disposed on the hand-held device and coupled to the CPU for storing the promotional opportunities.

76. A hand-held device for providing one or more promotional opportunities pre-stored on the hand-held device in conjunction with material presented by a source from the reception of auxiliary data from the source, the hand-held device comprising:

a receiver disposed on the hand-held device for receiving auxiliary data from the source during the material;

a central processing unit (CPU) and other circuitry disposed on the hand-held device which compares the auxiliary data received against pre-stored data that triggers one or more pre-stored promotional opportunity for a user of the hand-held device.

77. The hand-held device of claim 76, wherein the source is a display device and the receiver is a photodetector.

78. The hand-held device of claim 76, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

79. The hand-held device of claim 76, wherein the source is a display device and a radio signal source.

80. The hand-held device of claim 77, wherein the receiver is both a photodetector and a radio frequency (RF) receiver.

81. A hand-held device for providing one or more relative promotional opportunities presented by a source to a user of the hand-held device, the hand-held device comprising:

a receiver disposed on the hand-held device for receiving the relative promotional opportunities from the source;

a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing the relative promotional opportunities received by the hand-held device;

a memory disposed on the hand-held device and coupled to the CPU for storing the relative promotional opportunities; and

nonalphanumeric indication display disposed on the hand-held device for displaying respective levels of relative promotional opportunities to the user of the hand-held device.

82. The hand-held device of claim 81, wherein the source is a display device and the receiver is a photodetector.

83. The hand-held device of claim 81, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

84. The hand-held device of claim 81, wherein the source is a display device and a radio signal source, and the receiver is a photodetector and a radio frequency (RF) receiver.

85. The hand-held device of claim 81, wherein the indication display is a plurality of LEDs.

86. The hand-held device of claim 85, wherein the LEDs are either the same color or different colors for providing an indication of the promotional opportunities or auxiliary data received by the hand-held device.

87. The hand-held device of claim 85, wherein the respective levels are successive illuminating LEDs corresponding to the relative promotional opportunities received by the hand-held device.

88. The hand-held device of claim 85, wherein the respective levels illuminate at least one LED corresponding to one or more promotional opportunities received by the hand-held device.

89. A hand-held device presented by a source to a user of the hand-held device for providing promotional opportunities communicated to and processed by a computer for redemption, the hand-held device comprising:

a receiver disposed on said hand-held device for receiving the promotional opportunities from the source;

a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing the promotional opportunities received by the hand-held device;

a memory disposed on the hand-held device and coupled to the CPU for storing the promotional opportunities; and

a computer interface means on the hand-held device for communicating with the computer for the processing of the promotional opportunities.

90. The hand-held device of claim 89, wherein a decoder is disposed on the hand-held device for decoding the promotional opportunities received from the source.

91. The hand-held device of claim 89, wherein the source is a display device and the receiver is a photodetector.

92. The hand-held device of claim 89, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

93. The hand-held device of claim 89, wherein the source is a display device and a radio signal source.

94. The hand-held device of claim 93, wherein the receiver is a photodetector and a radio frequency (RF) receiver.

95. The hand-held device of claim 89, wherein the computer interface is a portable data storage for transferring the promotional opportunities to the computer.

96. The hand-held device of claim 89, wherein an aiming light is an indication that the hand-held device is suitably oriented to receive promotional opportunities.

97. A method of interactive advertising and promotion in connection with a user's observance of sporting, racing or other special events comprising:

transmitting auxiliary data related to such events, wherein the auxiliary data is associated with sponsors and carries promotional opportunities of special significance relative to the event, the sponsor and the promotional opportunities are of special value to the user;

providing means for receiving the auxiliary data for the user of the hand-held device while it views the events on a display device, the hand-held device being capable of selectively receiving the auxiliary data from a display device and a radio signal source;

providing means on the hand-held device for receiving the auxiliary data for the user of the hand-held device while the user attends the events, the hand-held device being capable of selectively receiving the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

98. A method of interactive advertising and promotion relative to material presented by a display device comprising:

transmitting auxiliary data during presentation of the material, where the auxiliary data is associated with a sponsor of the material and carries promotional opportunities;

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providing means for receiving the auxiliary data for users of a hand-held device while they view the events on a display device, the hand-held device resembling a snap-shot camera with simulated lens so as to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

99. The method of claim 98 further comprising means for presenting to the user the promotional opportunities received by means of the auxiliary data.

100. A method of purchasing a desired product through interactive advertising from a source, the method comprising:

supplying a user with a hand-held device capable of capturing a promotional opportunity relative to a desired product from the source;

capturing the promotional opportunity relative to the desired product on the hand-held device by the user;

supplying a third party with the hand-held device of the user containing the promotional opportunity; and

utilizing a hand-held device with a computer interface capable of connection to a computer with Internet access to purchase the desired product for the user.

101. A method of interactive advertising and promotion relative to material presented by a display device comprising:

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transmitting auxiliary data during presentation of the material, where the auxiliary data is associated with a sponsor of the material;

receiving the auxiliary data by a hand-held device, the device having a computer interface for connection to a computer with Internet access, while the user of the hand-held device views the events on a display device;

providing a benefit to the user of the hand-held device via the computer by means of the auxiliary data received by the hand-held device for the selective reception of the auxiliary data by the user during a special event or game of skill or chance.

102. A hand-held device for use by user while viewing a display device presenting information including auxiliary data representing a promotional opportunity, the hand-held device resembling a snap-shot camera with simulated lens so as by its resemblance to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data.